

WELCOME BACK - 2021



04/22/21

[mycountyparks.com](http://mycountyparks.com)

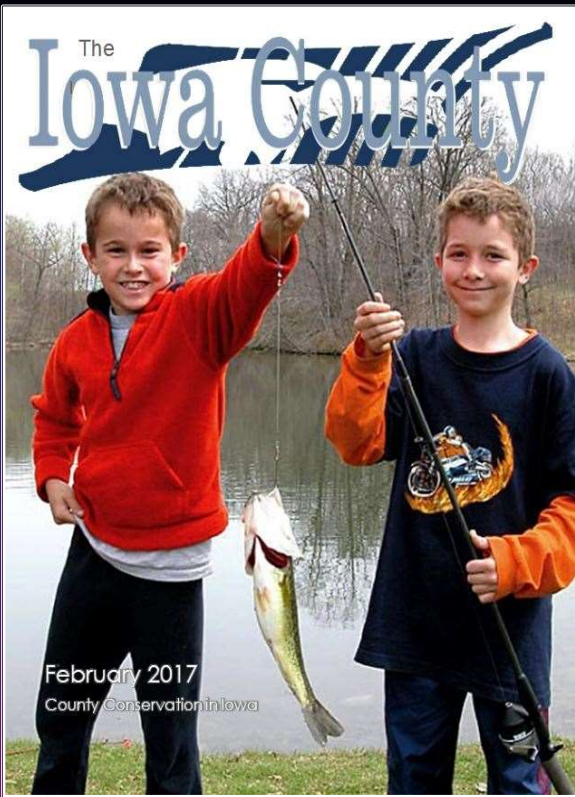


*“For providing better Iowa Counties through conservation, education and recreation making Iowa a better place to live and work.”*



MARCH 30, 2021

mycountyparks.com 



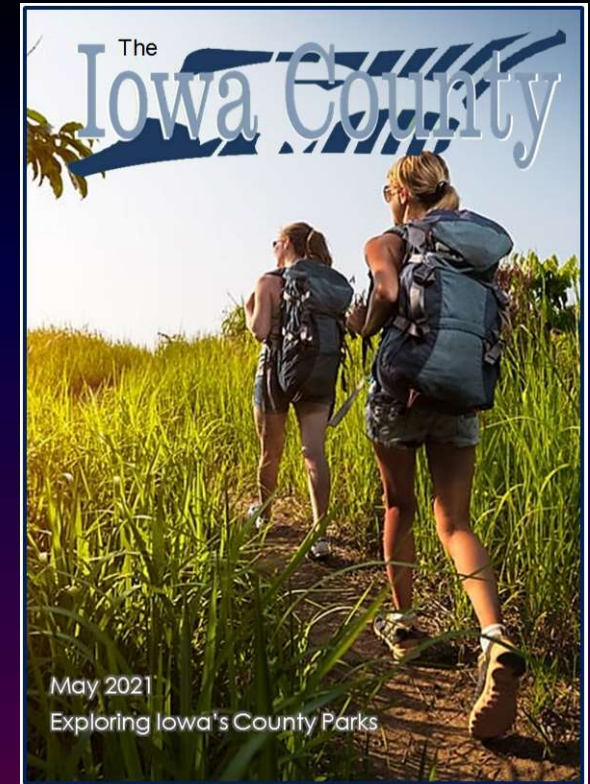
February 2017 - IWILL

# Iowa County Magazine

## May 2021 Edition

### Role & Impact of Outdoor Recreation During COVID Pandemic

- Stories of Parks & Trails during COVID
- Management Challenges during COVID
- Operational Adjustments due to COVID
- Diverse CCB sizes & operations
- Campgrounds, kayaks & water trails
- Funding Challenges & Need for Support



May 2021 - COVID

mycountyparks.org

mycountyparks.com

mycountyparks.com PORTAL

- HIGHLIGHT THE CURRENT 99 COUNTIES / 99 WEEKS PROMOTION
- HIGHLIGHT ICCS's ONLINE DIGITAL FOOTPRINT

*(MyCountyParks.com, Facebook, Integration with local CCB websites & social media)*



### Natural Resources & Outdoor Recreation Trust Fund Update!

**WEBINAR** – Associated with magazine release – May 19<sup>th</sup>, 1:00 PM

mycountyparks.com







*Mark Vavroch,  
Poweshiek CCB – 4/6/21*



*Denise Straw,  
Chickasaw CCB – 4/11/21*



*Jim Liechty  
Madison CCB - 4/16/21*



*Lime Creek Nature Center – Cerro Gordo CCB*

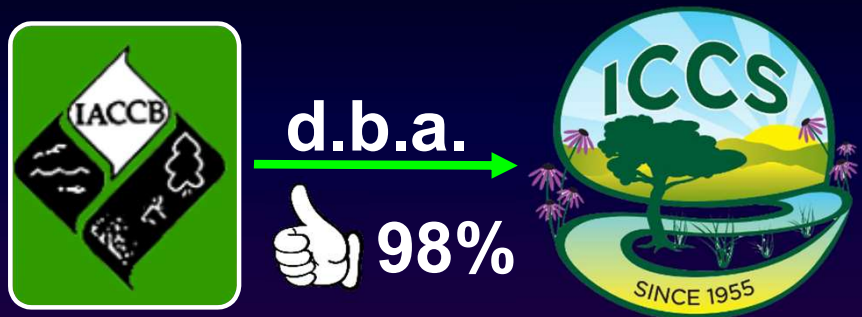
## **Ben Van Gundy Celebration of Life**

*Jeff Swearingen, Polk; Garry  
Brandenberg, Marshall; Loren  
Lown, Polk; Steve Lekwa, Story;  
Mark Ackelson, INHF; Milt Owen,  
Mitchell; Cindy Lentz, Polk; Elaine  
Swearingen, Polk; Tom Hazelton,  
Linn/ICCS – April 17, 2021*





# NEW DIVISIONS IN 2018



**IACCB – CCDA – IACCBE – CCPOA – MCP.com – Iowa TLC – ICCS Alumni**  
**Sharing:** Central Mailbox, Banking, Taxes, Online Registrations, ZOOM, Survey Monkey, etc.

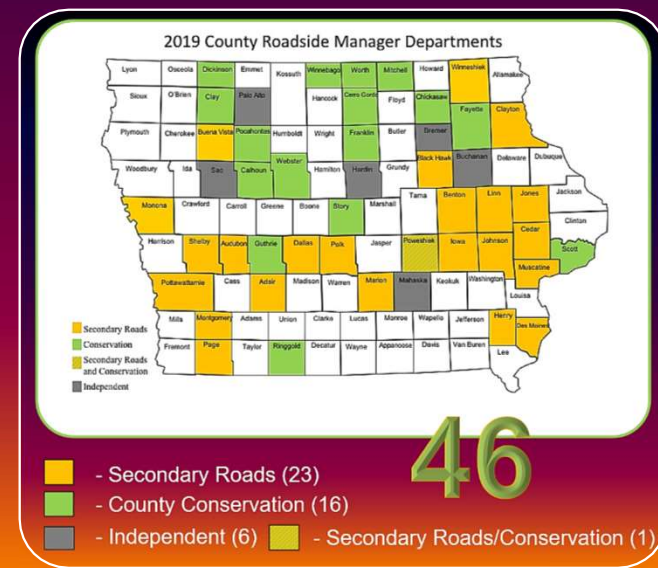
**IAN** – Online Registrations, Survey Monkey

**AFIRM** – Stand Alone (with support from IRVM Program & Services @ UNI)

## ADDITIONALLY:

- Tax Accounting Firm retained for State and Federal Tax Filing
- Administrative Financial Assistance contracted for MyCountyParks.com financial accounting/distribution
- Over **150 ZOOM Meetings** have saved thousands of dollars in travel and lost time across the county conservation system

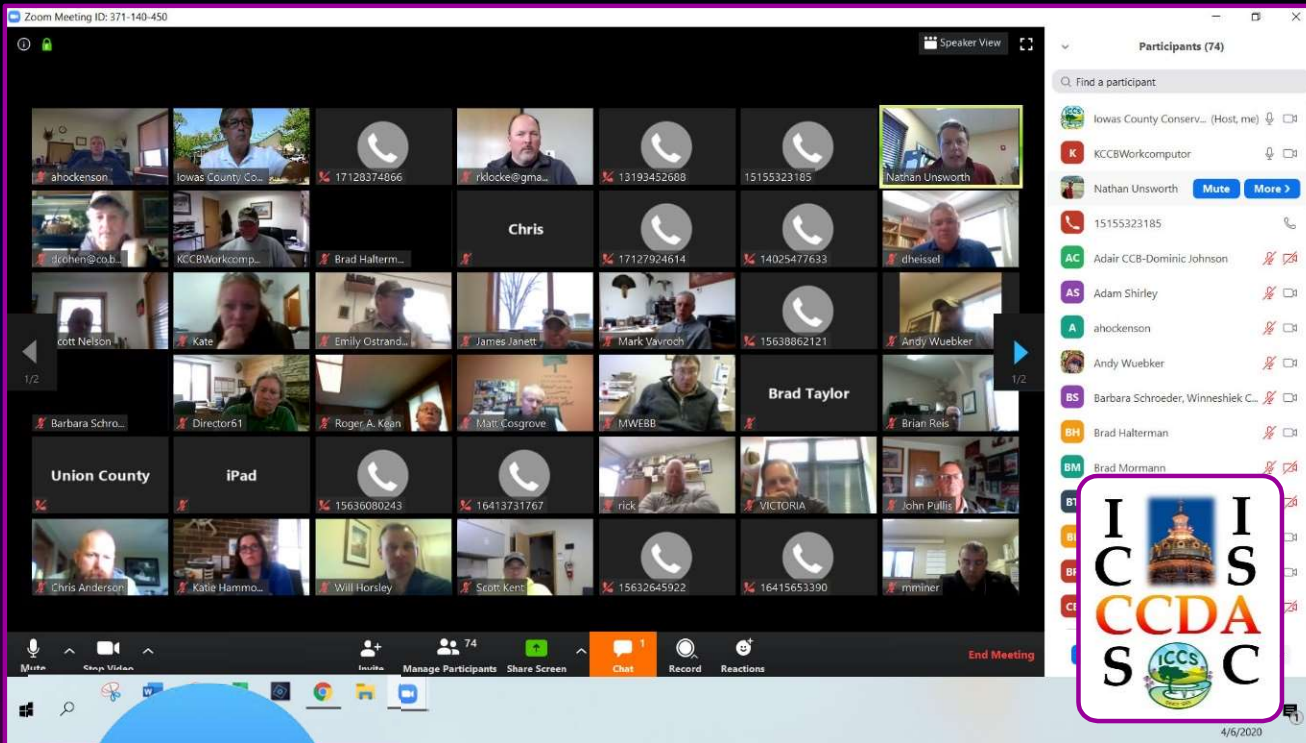
Our “new” 2018 Divisional Structure proved invaluable during 2020 with employee attrition and the management of major annual event cancellations!



**IRVM** – Integrated Roadside Vegetation Management Programs have continued to expand since 1991.







Iowa's County Conservation System

**ZOOM MEETING ROOM**

**FOR OFFICIAL ATTENDEES ONLY:**  
**USE THIS QUICK LINK:**  
<https://zoom.us/j/5159639582>

Join a Meeting

515 963 9582

Join

JOIN A MEETING

On webpage, click on JOIN A MEETING at top of page

Enter ICCS Meeting Room CODE NUMBER in box

zoom

**PROVIDE THIS NUMBER TO THE PUBLIC FOR ACCESS:  
 AND TO THOSE JOINING THE MEETING VIA PHONE:**  
**CALL: (312) 626-6799**  
 Enter Meeting ID: 515 963 9582 (on prompt)

**SUGGESTIONS FOR PARTICIPANTS:**

1. Login early in case you need to download software snippet
2. Utilize head phones when possible to diminish feedback
3. Mute yourself if you have excessive background noise
4. Meetings cannot be recorded with this system.
5. Avoid talking over each other
6. There is **no system host** to assist you with your meeting needs
7. Endeavor to complete your meeting within your time slot

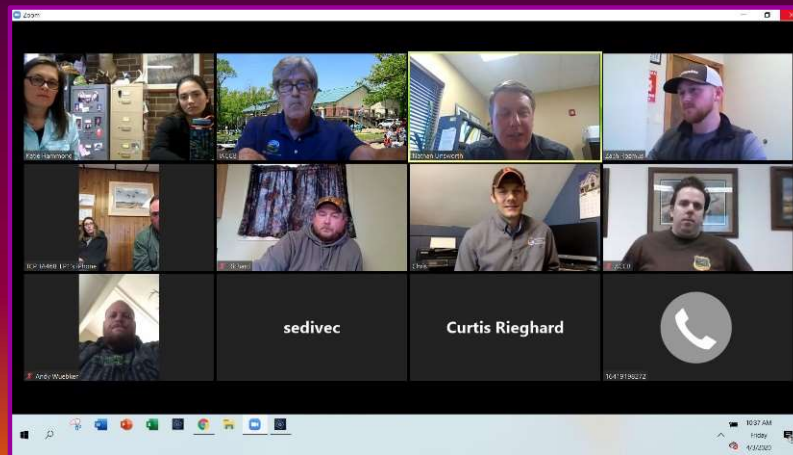


zoom

ICCS .....  
 ZOOMING  
 SINCE 2018

Statewide – Up to 100 participants

Free ICCS Zoom Room



Districts / Regions



Divisions / Small Groups

Conservation Board Meetings, Training Seminars,  
 MCP.com Orientation, One-On-One MCP Trouble-Shooting

mycountyparks.com





# LEGISLATIVELY SPEAKING .....



Hazelton & Brazelton - 2017



IWILL Day at the Capitol



ICCS LEGISLATIVE NEWSLETTER - 4.17.21

ICCS CEO (iaccb@mycountyparks.org) | 260 Bcc

ICCS LEGISLATIVE NEWSLETTER - 4.17.21|





April 18, 2021

**MEMO TO:** All County Conservation Staff, Board Members & Stakeholders

Please follow the link below to the April 17th edition of the **ICCS Legislative Newsletter** as prepared by our lobbying team at the Capitol.

**LINK:** <https://conta.cc/3sqYd0l>

Send [icons]

**Iowa County Conservation System and Iowa Natural Heritage Foundation**

Legislative Update | April 16, 2021

As we close out Week 14 of the legislative session, we are definitely in the home stretch. Monday, April 19th will be Session Day 99 out of the 110-day scheduled session. Per diems run out on Friday, April 30th, and they almost always go beyond the deadline, but usually not far beyond it.

**When Will It End?**  
Predicting the final day of session is always difficult, but this year may be harder than most. The chambers are not in agreeing on much at this point. Most of the eleven budget bills have been introduced by both chambers, but there are some glaring differences in funding. There is also not yet agreement between the chambers on the overall budget numbers, which makes it impossible to start debating the individual budget bill and leaves previously passed tax bills (like SF 576 and SF 587) in limbo.

**Budget Bills**  
Out of the eleven budget bills that need to pass this year, eight of them now



*Since 2014, ICCS has partnered with the Iowa Natural Heritage Foundation and contract annually with the Campbell/Patterson Legislative team for lobbying & legislative services.*



## 2011 STATEWIDE SURVEY

- #1 – Marketing & Promotion
- #2 – Lobbyist at Capitol
- #5 – Legislative Newsletter

## 2020 STATEWIDE SURVEY

- #1 – MyCountyParks.com
- #2 – Advocacy/Lobbyist
- #3 – Legislative Communications





# FISCALLY SPEAKING .....

## YEAR TO YEAR COMPARISON OF ICCS FINANCIAL OPERATIONS

YEAR	ICCS BUDGET	MCP REVENUE	MCP BUDGET	#CCBS ONLINE
FY2010	\$ 86,800	-	-	3
FY2011	\$ 94,180	-	-	6
FY2012	\$160,950	-	-	7
FY2013	\$154,950	-	-	8
FY2014	\$171,200	-	-	8
FY2015	\$171,100	-	-	9
FY2016	\$176,900	-	-	13
FY2017	\$183,300	-	-	21
FY2018	\$212,450	\$ 40,051	\$ 25,000	25
FY2019	\$216,000	\$ 62,568	\$ 69,660	31
FY2020	\$220,250	\$ 83,432	\$105,500	37
FY2021	\$198,400	\$135,000*	\$145,200	44
FY2022	\$220,500*	\$162,000*	\$170,000*	50*

(\* Estimated)


\$2/facility & \$1/event Processing Fee instituted

Fee for facility reservations raised to \$4 per

From the 86% approval for IACCB Dues restructuring in 2011, to the acquisition of ownership for the MyCountyParks.com website in 2012, to the Divisional restructuring of 2018 with a 98% approval – **IACCB/ICCS** is in **AWESOME** financial shape!

A resurgence of the Preferred Vendor Program and a roaring website coupled with new energies from a statewide staff of 674 employees with an average “years of service” just above 13 – the future is lookin’ very bright! 😊

## INSTALLATION OF ONLINE REGISTRATION CCBS BY YEAR

YEAR	TOTAL CCBS	CCB ADDITIONS	
2009	3	LINN, POLK, BLACKHAWK	 <p>Website transitioned to its own fiscal year Budget in 2019.</p>
2010	3		
2011	6	CLINTON, DUBUQUE, HAMILTON	
2012	7	POTTAWATTAMIE	
2013	8	MARION	
2014	8		
2015	9	HARRISON	
2016	13	ADAMS, SHELBY, STORY, UNION	
2017	21	WOODBURY, WEBSTER, SHELBY, LYON, JACKSON, IOWA, HENRY, DES MOINES	
2018	25	BUCHANAN, CALHOUN, MADISON, SIOUX	
2019	31	BOONE, DALLAS, FLOYD, HANCOCK, LEE, VAN BUREN	
2020	37	BENTON, CLARKE, CLAY, FRANKLIN, GREENE, HARDIN	
2021	44	CLAYTON, DECATUR, HUMBOLDT, IDA, JEFFERSON, MITCHELL, SAC	



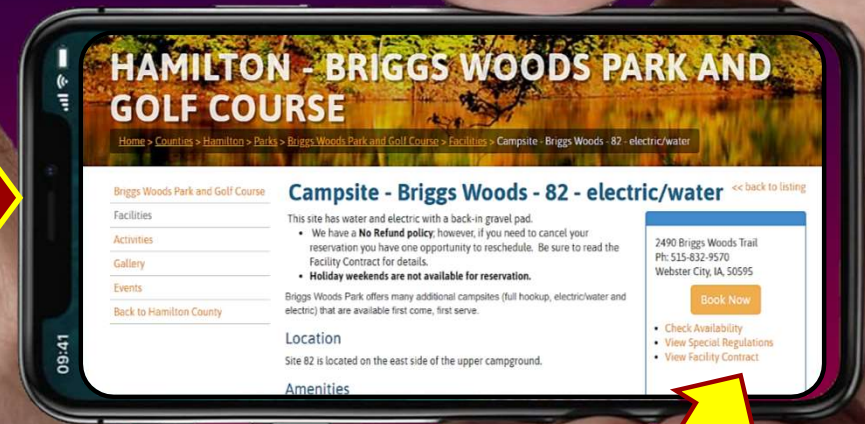


# RETURN OF THE Q.R. CODE SYSTEM ???



*Hamilton County Conservation is exploring the use of onsite campground registration utilizing a Q.R. Code system.*

(NOTE: This would require that the advance "cut-off days" option in which you cannot reserve a facility would no longer be used)



- Access to live calendar for availability & site information
- Ability to register immediately w/credit card
- Calendars immediately populated online (*prevents other bookings*)
- Email receipt on cell phone  
(*locations require good cell / Wi-fi signals*)







# 2006

mycountyparks.com 



# 2009

**Silver Addy Award**  
American Advertising Federation

2009 Iowa Tourism Website of the Year, and Runner-Up in 2015

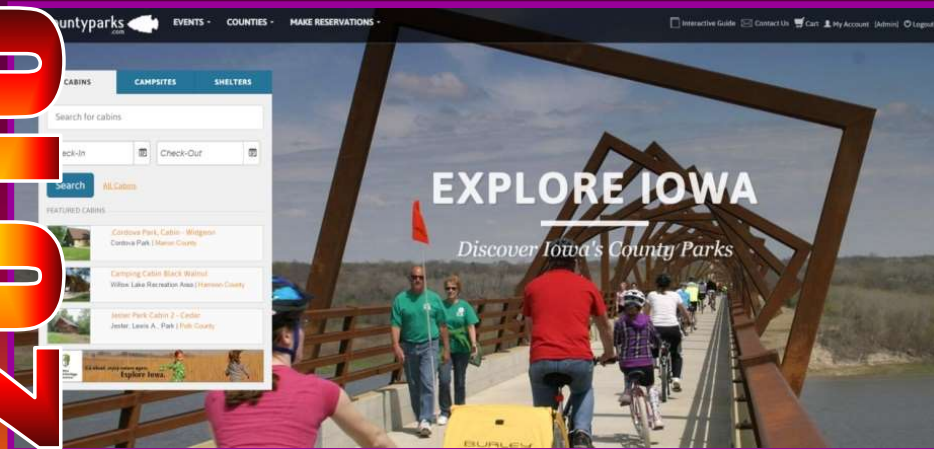
mycountyparks.com  PORTAL



National Association of Counties



# 2016



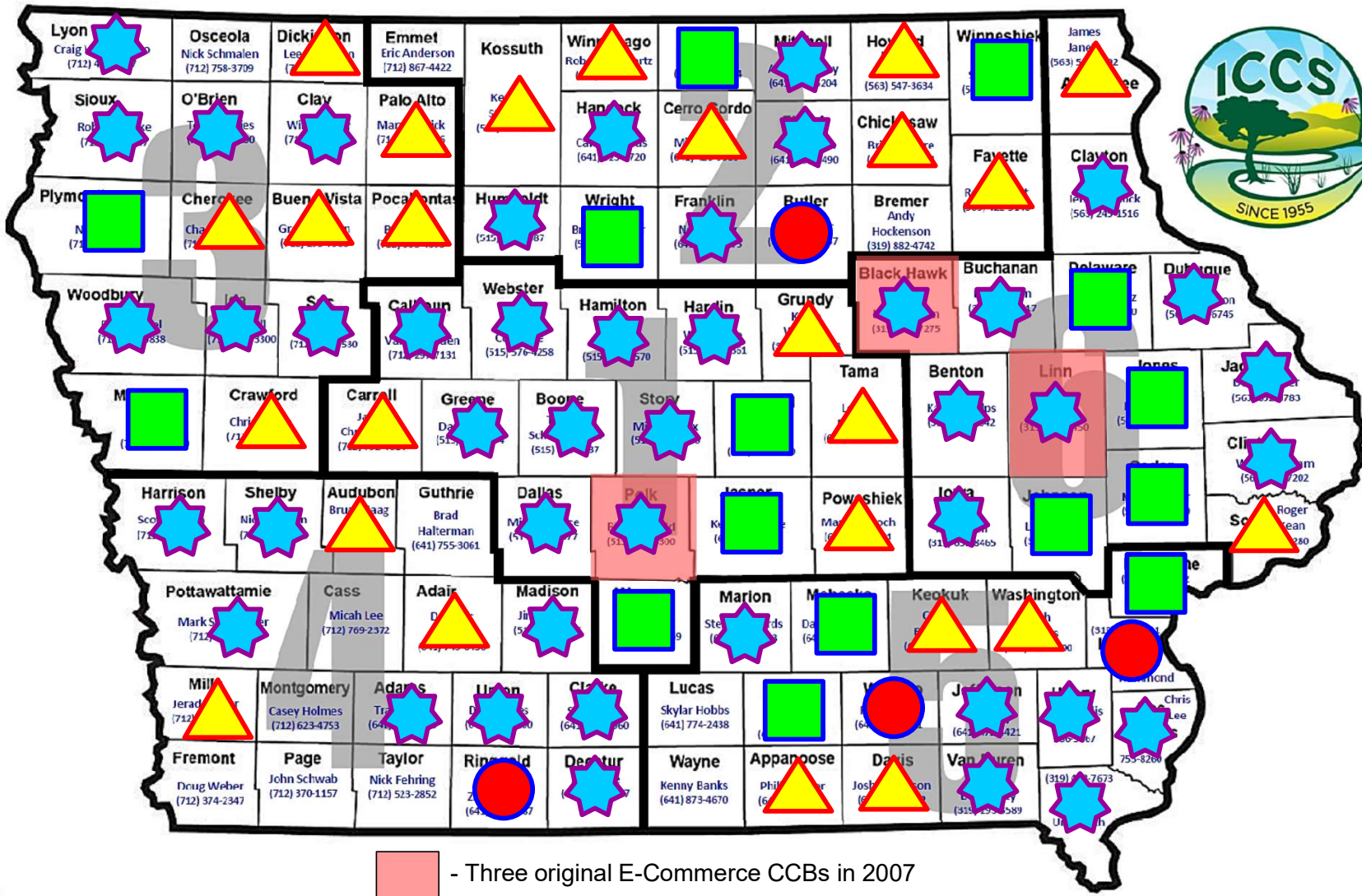
mycountyparks.org 

2017 mycountyparks.com 





# ONLINE RESERVATIONS / E-Commerce Counties



48  
+  
15  
+  
25  
↓  
88

 - Three original E-Commerce CCBs in 2007

-  - EXISTING (44)
-  - NEXT 18 MO. (4)
-  - IN DISCUSSION (15)
-  - POTENTIAL (24)

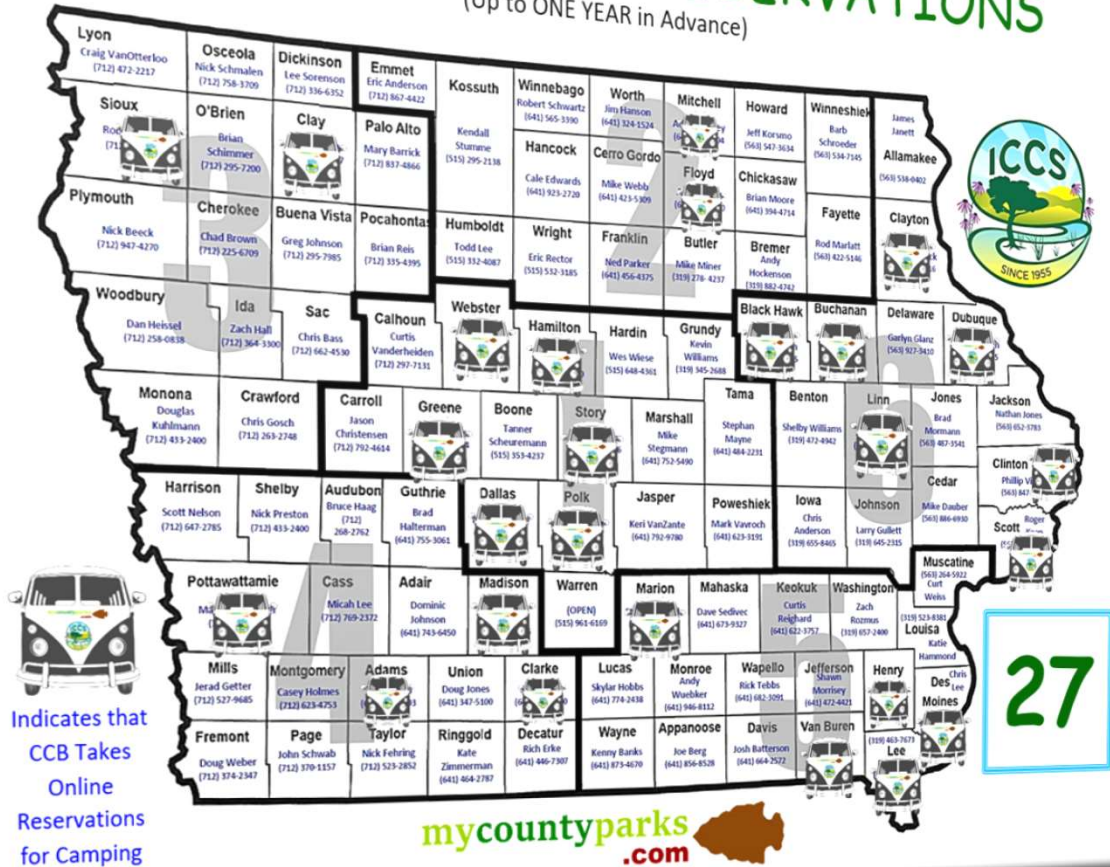
April 20, 2021





# Iowa's County Conservation System ONLINE CAMPING RESERVATIONS

(Up to ONE YEAR in Advance)



Indicates that CCB Takes Online Reservations for Camping

27

# MCP ONLINE CAMPSITE RESERVATIONS

- 11,100+ Campsites in CCBs
- 1,169 campsites on website
- 201 NOT Reservable
- 968 reservable online via MyCountyParks.com
- **Only 9% of total campsites** are available for online reservations
- **10,132 to go!** Incredible opportunity for expansion!\*












(\* Takes about 6 weeks to be set-up for online facility reservations)





Iowa's County Conservation System  
**ONLINE EVENT REGISTRATIONS**



Lyon Craig VanOtterloo (712) 472-2217	Osceola Nick Schmalen (712) 758-3709	Dickinson Lee Sorenson (712) 336-6353	Emmet Eric Anderson (712) 807-4423	Kossuth Kendall Starnes (515) 295-2138	Winnebago Robert Schwartz (641) 969-3390	Worth Jim Hanson (641) 324-4524	Mitchell Adam Shirley (641) 722-5204	Howard Jeff Kosmo (541) 547-9834	Winneshiek Barb Schroeder (641) 534-7145	James James Janett (641) 538-9402	Allamakee Rod Marlett (561) 422-5146
											
Plymouth Nick Beeck (712) 947-4270	Cherokee Chad Brown (712) 225-0799	Buena Vista Greg Johnson (712) 295-7985	Pocahontas Brian Reis (712) 335-4395	Humboldt Todd Lee (515) 332-4087	Wright Eric Rector (515) 532-9385	Franklin Ned Parker (641) 456-4375	Butler Mike Miner (319) 278-4237	Bremer Andy Hockenson (508) 822-4723	Fayette Rod Marlett (561) 422-5146	Clayton Rod Marlett (561) 422-5146	
Woodbury Dan Hessel (712) 258-0838	Ida Zach Hall (712) 364-3300	Sac Chris Bass (712) 662-4530	Calhoun Curtis Vanderheiden (712) 297-7131	Webster Curtis Vanderheiden (712) 297-7131	Hamilton Brian Lammers (515) 832-9570	Grundy Kevin Williams (319) 345-3668	Clayton Rod Marlett (561) 422-5146	Delaware Garlyn Glanz (561) 927-3420	Dubuque Brian Preston (641) 556-6745		
Monona Douglas Kuhlmann (712) 433-2400	Crawford Chris Gosch (712) 269-2748	Carroll Janon Christensen (712) 792-4624	Greene Dan Touers (515) 386-5674	Boone Tanner Scheuremann (515) 354-4237	Marshall Mike Stegmann (641) 712-5490	Tama Stephan Mayne (641) 484-2231	Benton Shelby Williams (319) 472-4842	Linn Shelby Williams (319) 472-4842	Jones Brad Monnann (563) 487-9542		
Harrison Scott Nelson (712) 647-2785	Shelby Nick Preston (712) 433-2400	Audubon Binca Haag (712) 269-2782	Guthrie Brad Halterman (641) 755-3061	Dallas Mike Wallace (515) 409-3577	Jasper Keri VanZante (641) 792-9780	Poweshiek Mark Vavroch (641) 623-9339	Iowa Chris Anderson (319) 055-8405	Johnson Larry Gullett (319) 445-2355	Cedar Mike Daiber (641) 886-4990	Scott Roger Keam (561) 328-8200	
Pocahontas Mike Wallace (515) 409-3577	Cass Micah Lee (712) 709-2372	Adair Dominic Johnson (641) 749-6450	Warren [OPEN] (515) 961-6169	Marion Steve Edwards (641) 828-2213	Mahaska Dave Sedvec (641) 673-9327	Keokuk Curtis Reighard (641) 622-1797	Washington Zach Rozmus (319) 657-2400	Muscatine Katie Hammond (641) 264-5922			
Mills Jerad Getter (712) 527-9685	Montgomery Casey Holmes (712) 623-4753	Adams Travis Paul (641) 322-4793	Union Doag Jones (641) 347-5100	Clarke Scott Kent (641) 342-3948	Lucas Skyler Hobbs (641) 774-2438	Monroe Anly Waubler (641) 946-8832	Wapello Rick Tebbis (641) 602-3099				
Fremont Doug Weber (712) 374-2347	Page John Schwab (712) 370-1557	Taylor Nick Fehring (712) 529-2852	Ringgold Kate Zimmerman (641) 464-2787	Wayne Kenny Banks (641) 873-4078	Appanoose Joe Berg (641) 804-4938	Davis Josh Batterson (641) 664-2572	Van Buren Richard Daugherty (319) 259-2589				



# MCP ONLINE EVENT REGISTRATIONS

- 26,000 Events Annually (est.)
- 1,854 events on website
- **Only 8% of total** events are available for online registrations
- 35% of events are “no-charge” FREE events
- **24,146 to go!** Incredible opportunity for expansion!\*

21

  
 Indicates that CCB Takes Online Reservations for Events



(\* Takes approx. 10 days to be set-up for FREE no-charge events, and up to 6 weeks to be set-up for paid event registrations)



## 2020 MyCountyParks.com Highlights:

- 45 CCBs generate **30,198 reservations & \$3.26M** in revenue
- Currently in discussions with **24 more** for E-commerce activity
- Website generates **\$90,000+/year** for ICCS in FY2021
- Internal customer service provided to 88 participating CCBs
- Onboarding support for **7 New E-Commerce CCBs**
- Support for over **285 County Administrators** across system
- Website is financially self-supporting, and will generate **\$106K+** for ICCS operations in FY2022

## 100+% Revenue Growth in 5 Years!

Year-to-Year comparisons of Online E-Commerce CCBs:

Year	#CCBs	#Reservations	Revenue	YtoY %
FY15	11	11,640	\$1,133,151	-
FY16	15	14,082	\$1,371,248	+21%
FY17	21	17,066	\$1,715,310	+25%
FY18	24	20,628	\$2,078,008	+22%
FY19	32	24,130	\$2,410,752	+16%
FY20	37	25,594	\$2,733,347	+14%*

(\* Severely impacted by COVID-19 in March & April)

# 136,290+

## Registered Users

on April 14, 2021

112+% increase since Nov. 2016

(Established in 2013)

- **774 JOBS** posted
- **365 BEST PRACTICES** inquiries posted
- **1,227 CONTACTS** listed in "live" personnel directory
- **CCB SYSTEM INTERNAL EVENT REGISTRATION**

(3% increase since 3/10/21)

(Established in 2017)

- Administrative Website for ICCS
- Board Member Information & Orientation
- ICCS E-Mail System, Newsletters, Preferred Vendors
- Digital Calendar, Conferences, Division Pages, etc.



mycountyparks



**IOWA'S BEST TRAIL TOWN**  
CEDARFALLSTOURISM.ORG



## SMOKIN' CAREERS HERE!







2021...Bring it On!



MyCountyParks.com  
February 6 at 5:50 PM · 🌐

LAST TRAIN TO CLARKSVILLE!!.....We have arrived in BUTLER County this week! 😊 Despite the frigid February temps - it will be warm and inviting with the dynamic county conservation offerings here in NE Central Iowa! Explore the more than 2,300 acres in 25 areas across Butler County - anchored from Heery Woods State Park (one of 20 state parks managed within Iowa's CCB system!).

Choose from 110 electrical campsites with modern facilities to extend your visit in one of 5... See More

**Iowa's County Conservation System 2021**

Butler County  
ICCS

+17

Iowa's County Conservation System  
February 14 at 4:18 PM · 🌐

On to Chickasaw County this week, county seat of New Hampton!

Iowa's County Conservation System 2021

+10

MyCountyParks.com  
February 14 at 4:08 PM · 🌐

CHICKASAW COUNTY is slightly NE of our visit to Butler County last week, and the fifth in our series of visiting the original 16 county conservation boards esta... See More

ICCS  
Iowa's County Conservation System  
mycountyparks.com

2021  
& 2022

#THISIOWA



132,282 reached to-date! 😊

mycountyparks.com





# SCREEN SHOT FOR CCB ALUMNI & ICCS NEWSLETTERS





# SPRING WINTERFEST LOOK

## WINTERFEST 2020

IOWA ASSOCIATION OF COUNTY CONSERVATION BOARD EMPLOYEES

JANUARY 28-30, 2020



CORALVILLE MARRIOTT  
& CONVENTION CENTER



1972-1998 @ Springbrook Education Center  
 1999-2000 @ Marshalltown Regency Center  
 2001-2018 @ Waterloo Convention Center  
 2019-2025 @ Coralville Marriott

410 Participants in 2020



WINTERFEST 2022 – January 24-26

mycountyparks.com



# Iowa's County Conservation System

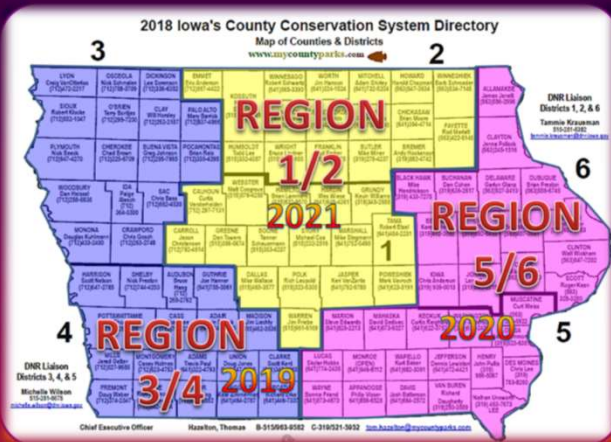
# BOARD OF DIRECTORS

CCB Board Members – 3 elected At-Large from CCB Regions  
 IACCBE Representatives – 2 elected At-Large from IACCBE  
 CCDA Representative – Elected/Appointed by CCDA  
 CCPOA Representative – Elected/Appointed by CCPOA  
 IAN Representative\* – Elected Appointed by IAN  
 AFIRM Representative\* – Elected/Appointed by AFIRM  
 MCP.com Representative – Appointed from MCP Advisory Board  
 Iowa TLC Representative – Appointed from the Iowa TLC Board  
 ICCS Chief Executive Officer (Ex-Officio Member)  
 (\*Representative must be a CCB Employee)



## 2020 ICCS BOARD OF DIRECTORS & TERMS

- REGION 1/2 BOARD MEMBER – **Jessica Lara (Hardin) – 2021**
- REGION 1/2 BOARD MEMBER - **Bridget Chatfield (Mitchell) – Secretary – 2021**
- REGION 3/4 BOARD MEMBER – **LuAnne Brown (Adams)– 2022**
- REGION 5/6 BOARD MEMBER – **Steve Dixon (Mahaska) – Treasurer - 2023**
- CCDA REPRESENTATIVE – **Mike Miner (Butler) – Vice President – 2022**
- IACCBE REPRESENTATIVE – **Brad Mormann (Jones) – 2024**
- IACCBE REPRESENTATIVE – **Mark Shoemaker (Pottawattamie) – President – 2021**
- CCPOA REPRESENTATIVE – **Nick Beck (Plymouth) – 2021**
- IAN REPRESENTATIVE – **Victoria DeVos (Plymouth) – 2023**
- AFIRM REPRESENTATIVE – **Paige Shafer (Wapello) – 2024**
- MCP.com REPRESENTATIVE – **Ginny Malcomson (Polk) – 2022**
- CHIEF EXECUTIVE OFFICER – **Tom Hazelton (ICCS) – Retires as CEO December 2022**






# Conservation Board Members

*To work within the corporate, decision-making framework of a five-member board to set policy regarding activities and affairs of the conservation department, according to the guidelines set forth in Chapter 350 of the Code of Iowa. Conservation Boards are responsible to the taxpayers of the county to provide the best, diverse conservation/outdoor recreation program possible with the natural resources and funding available.*

Iowa's County Conservation System

\_\_\_\_\_ COUNTY CONSERVATION BOARD

<ADDRESS>  
<CITY / STATE / ZIP>  
<PHONE>



**Board Member Duty Description**

**Title:** County Conservation Board (CCB) Member

**Basic Responsibility:** Works within the corporate, decision-making framework of a five-member board to set policy regarding activities and affairs of the conservation department, according to the guidelines set forth in Chapter 350 of the Code of Iowa. Conservation Boards are responsible to the taxpayers of the county to provide the best, diverse conservation/outdoor recreation program possible with the natural resources and funding available.

**Term:** Five-year term. Selected on the basis of "demonstrated interest in conservation matters," as required by law (Code of Iowa) and other criteria indicative of a good board member, as indicated in this Job Description. Board members must be residents of the County.

**Compensation:** Conservation Board members serve without pay, but may be reimbursed for expenses incurred while carrying out official county duties.

**Status:** Once appointed, county conservation board members become county officials and should work to address the conservation needs of the county in a positive, responsible manner. Conservation boards receive county tax money and other funds to carry out their duties. However, the Conservation Board is a separate governmental entity, with the authority to govern itself and make decisions without interference or approval of any other governmental body, unless otherwise stated in the Code of Iowa.

**County Conservation Board (CCB) Responsibilities:** The CCB operates as a corporate body, meaning individual members acting independently have no legal status or authority and cannot commit or bind the CCB by their actions. The CCB must hold regular monthly meetings and annually formulate a budget. The CCB may transact business with a minimum quorum of three members at an official meeting. Iowa law authorizes CCBs to:

1. Adopt by-laws. Establish rules and regulations.
2. Enter into contracts.
3. Fix time and place of regular and special meetings.
4. Employ an Executive Director to carry out Board policies and programs (Executive Director may hire other staff with Board approval).
5. Acquire land by gift, purchase, lease, a agreement, exchange otherwise in fee or with conditions for public museums, parks, preserves, playgrounds, forests, and other purposes.
6. Study the need for conservation areas and facilities and adopt a coordinated plan to meet such needs. This comprehensive planning should identify both short and long-term needs -- which includes master plans for individual areas.
7. Plan, develop, preserve, administer, and maintain all areas and facilities under its jurisdiction.

## Description of Duties

Iowa's County Conservation System

ICCS IOWA mycountyparks.com

OCTOBER 2020

COUNTY CONSERVATION BOARD MEMBER RECRUITMENT & SELECTION GUIDANCE

CODE OF IOWA, Chapter 350 - County Conservation Boards

SECTION 2: ..... "Members of the board shall be selected and appointed on the basis of their demonstrated interest in conservation matters, and shall serve without compensation, but may be paid their actual and necessary expenses incurred in the performance of their official duties." (Chapter 350, Code of Iowa attached)

**I. BOARD OF SUPERVISORS:**

- A. Advertise position opening for a five-year term on County Conservation Board in local printed and social media 30-60 days prior to appointment date.
- B. Request that resume / application / letter of introduction be submitted by potential appointees no less than two weeks prior to appointment date.
- C. Personally interview 3-5 interested/qualified applicants if possible.
- D. Incumbent board members should be given equal consideration (if interested) along with other applicants. Re-appointment should not necessarily be automatic. This will provide an opportunity for fresh ideas and backgrounds to come to the board, as well as allowing burned-out or ineffective members to exit.
- E. Supervisors may consider establishing term limits by local board policy.
- F. Strive to maintain good background diversity on Board (lawyer, business person, teacher, medical provider, agriculture, domestic engineer, etc.)
- G. Effective January 2012 - The law requires all appointive boards, commissions, committees, and councils of a political subdivision to be gender balanced, by using a fair and unbiased method of selecting the best qualified applicants. A political subdivision may appoint any qualified applicant, regardless of gender, after making a three-month good faith effort to appoint a gender balanced board. (Sample application from ISAC attached)
- H. Attempt to complete process by January 1<sup>st</sup>, (if on a calendar year rotation), and make appointment for a 5-year term.

**II. CANDIDATE QUALIFICATIONS:**

- A. Interested in current conservation and environmental issues. Willing to keep informed and expand knowledge and training on conservation topics.
- B. Not hesitant to accept responsibilities.
- C. Accepts leadership role or leadership from others. Chairperson leadership skills (Roberts Rules of Order)
- D. Accepts and allocates responsibility.
- E. Skilled in interpersonal relations.
- F. Understands concepts involved with making and carrying out policies.
- G. Recognizes the need for developing short and long-term goals & policies.
- H. Possesses foresight for making planning decisions

## Recruitment & Selection

Iowa's County Conservation System

ICCS IOWA mycountyparks.com

COUNTY CONSERVATION BOARD MEMBER ORIENTATION GUIDANCE

It is important to insure that Conservation Board appointees are given proper in-service training by the Conservation Director and that each candidate is aware of the resources available to them from Iowa's County Conservation System's administrative office and website at: <https://www.mycountyparks.org/board-members.html>

**ICCS RESOURCES AVAILABLE FOR NEW COUNTY CONSERVATION BOARD MEMBERS:**  
(ICCS items available on MyCountyParks.org unless otherwise indicated)

1. The Board Member Handbook
2. New Board Member Orientation Video
3. New Board Member Orientation PowerPoint
4. Why County Conservation Matters Handbook
5. ICCS Facts & Stats
6. MyCountyParks.com Facts & Stats
7. Map of IACCB Districts & Current Directors
8. Code of Iowa - Chapter 350 (County Conservation)
9. Gender Balanced Board Information (provided by ISAC)
10. New Board Member Welcome Letter
11. Current and Past ICCS Newsletters
12. OTHER

**LOCAL CCB RESOURCES FOR ORIENTATION:**

13. Discuss "Duties of Conservation Board Members" Document
14. Various local county policies / procedures
15. Tour of all CCB areas / Facilities – points of interest/concern
16. Introduction to Staff as appropriate
17. Recent Board Meeting Minutes
18. Copy of all Board Member Policies / Policy Statements
19. Copy of CCB Bylaws and Rules of Procedure (as available)
20. Explanation of Expense Reimbursement Policy and Forms
21. Previous Year Annual Report for Your CCB
22. Copy of Capital Improvement Program
23. Copy of Long Range and/or Strategic Plans
24. Copy of Land Acquisition Plan (as available)
25. History of your CCB
26. Additional orientation as provided by County Board of Supervisors / Human Resources

## Board Member Orientation





# County Conservation Directors

*The Executive Director is appointed by, and reports to, the Conservation Board. Serves as chief administrative officer for the Conservation Board and is responsible to plan, coordinate, direct and oversee all aspects of the County Conservation Board program and Department. Responsible for administration of Conservation Board staff. Manages all real property under authority or management of the Conservation Board and implements Conservation Board activities as per the Code of Iowa (Section 350) and Conservation Board policies.*

## County Conservation Director

- GENERAL:**
- \* CEO of the organization
  - \* Board makes policy, Director carries it out
  - \* Duties & Responsibilities vary greatly from county-to-county
- DUTIES & RESPONSIBILITIES:**
- \* Carry out & recommend policy
  - \* Inform & orient board members
  - \* Prepare the Department Budget
  - \* Prepare an Annual Report
  - \* Develop regulations
  - \* Develop comprehensive plans
  - \* Hires/Dismisses/Directs Field Staff



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- OTHER KEY ROLES:**
- \* Working w/ Board of Supervisors & Legislators
  - \* Planning - "Fail to Plan - Plan to Fail"
  - \* Grant writing / Fund raising
  - \* Marketing / Media Relations

## Iowa's County Conservation System

\_\_\_\_\_ County Conservation Board  
Executive Director



### JOB DESCRIPTION

The following Sample Job Description is offered as a tool for County Conservation Boards to develop job descriptions for the Executive Director position. Only aspects identified as being consistent statewide are included in this document. Specific descriptions for, and/or requirements of, work environment, residency and drug testing, salary guidelines or contracts, pre-employment background checks and physicals, EOE/ADA, work hours, benefits, and marginal or special job functions are not included in this Sample Job Description.

### POSITION SUMMARY

The Executive Director is appointed by, and reports to, the Conservation Board. Serves as chief administrative officer for the Conservation Board and is responsible to plan, coordinate, direct and oversee all aspects of the County Conservation Board program and department. Responsible for administration of Conservation Board staff. Manages all real property under authority or management of the Conservation Board and implements Conservation Board activities as per the Code of Iowa (Section 350) and Conservation Board policies.

### ESSENTIAL JOB DUTIES

- Sets and oversees direction for the conservation department by exercising general supervision of staff; organizing, coordinating and assigning program areas of responsibility to staff; and conducting staff meetings.
- Administers and develops written and oral policy and directives by formulating, planning and directing the county conservation program and staff in accordance with Conservation Board policy.
- Manages personnel by making final decisions regarding hires, terminations, and disciplinary action.
- Prepares reports and recommendations for the Conservation Board on a wide range of issues by researching records, current mandatory standards, best practices, and scientific data, and through contacts with peers, professional associations, and other agencies.
- Oversees community outreach/public relations by organizing and facilitating meetings and maintaining relationships with local agencies, nonprofit organizations, and the media, and works cooperatively on county, regional, and statewide projects and legislation that ultimately affect local citizens.
- Administers budget and financial information, and prepares annual budgets for presentation to the Conservation Board; maintains and monitors expenditures and budget activity.
- Implements the Conservation Board's land acquisition program by identifying potential willing sellers, writing offers and acceptance agreements, and negotiating land transactions as per the Conservation Board.
- Writes and submits grant applications and/or solicits professional assistance for grant writing to further the efforts and priorities of the Conservation Board.
- Writes, edits, and otherwise produces, or supervises production of, brochures, newsletters, articles, displays, and other media.
- Assists the Conservation Board chair in the function and conduct of meetings.
- Attends work-related meetings and professional development opportunities to keep well informed on trends, procedures, and philosophies in outdoor recreation; design and development of park facilities; preservation of natural resource areas; national and state programs affecting natural resources; staff management, and other areas as pertain to Conservation Board functions; and reports to the Conservation Board the results of research and investigation in the above mentioned areas as needed.
- Provides orientation and training for new Board Members, and assists the Board of Supervisors with the new Board member recruitment and appointment process.
- Maintains active involvement in the County Conservation Directors Association (CCDA), and supports staff and Board Member involvement in Iowa's County Conservation System Division organizations.
- Maintains relationships with Board of Supervisors and other County Departments, nonprofit support organizations, local and state political leaders, and regional and state professional organizations.
- Directs the staff in maintenance, land management techniques, and conservation education. Conducts maintenance, management, and education programs, as needed.

## 1971 C.C.D.A. County Conservation Directors Association

**MEMBERSHIP: 64** – paid memberships with 35 active members. All 99 directors are eligible for membership. (65% are members)

**DUES: \$25/year**



**LEADERSHIP:**  
CCDA President  
CCDA Vice President  
CCDA Secretary/Treasurer  
IACCB Representative  
ISAC Board of Directors Representative  
Legislative Policy Committee



**CURRENT PRESIDENT:**  
Mike Cox, Story CCB

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### SIGNATURE PARTICIPATION

- County Conservation Directors Assoc.
- REAP Day at the Capitol
- County Day at the Capitol
- CCDA Meetings/Retreats
- ISAC Meetings / Training / Updates
- IACCB District Meetings
- ICCS Conferences
- Winterfest Conference (IACCB)
- Affiliate Support (CCPOA, IAN, AFIRM)



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### CHARACTERISTICS OF A GOOD DIRECTOR

- \* Statewide industry participant (CCDA, IACCB, ISAC, etc.)
- \* Must work well with the public & staff
- \* Principles of conservation
- \* Conservation laws & law enforcement
- \* Plant/animal ecology
- \* Maintenance
- \* Business practices
- \* Public speaking
- \* Personnel management



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# ICCS 2021 FALL CONFERENCE

*The 65<sup>th</sup> + 1 Anniversary of County Conservation*

*September 15 - 17, 2021*

*Hosted by Story County Conservation*

*Ames, IA*



- 2017 – Lyon & Sioux
- 2018 – Polk
- 2019 – Muscatine / Louisa
- 2020 – (Cancelled)
- 2021 – Story**
- 2022 – Dubuque
- 2022 – Pottawattamie
- 2023 - Fayette / Winneshiek



[mycountyparks.com](http://mycountyparks.com)



Wednesday, Sept. 15<sup>th</sup>  
5:00 – 10:00 PM  
ICCS Alumni Reunion



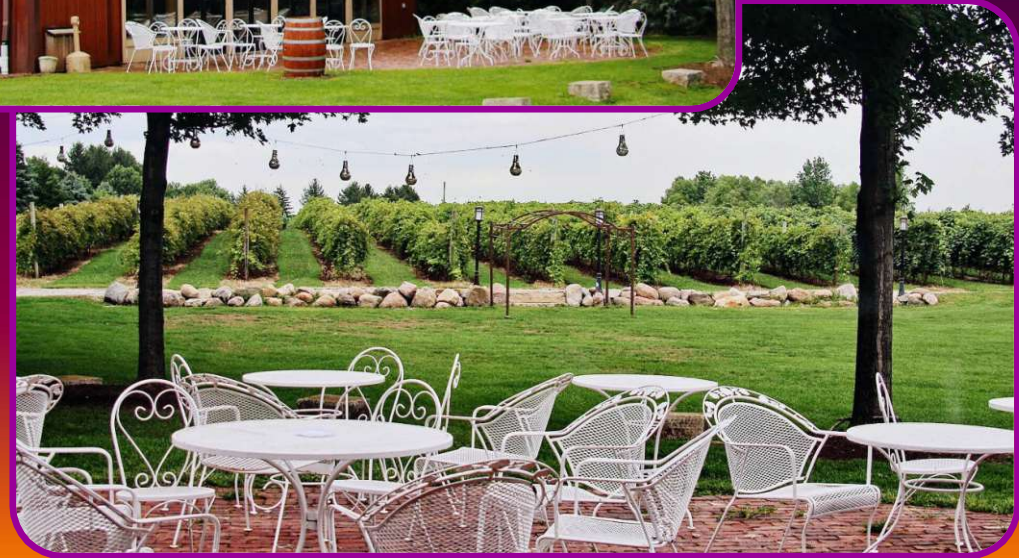
Iowa's County  
Conservation System

ANNUAL FALL  
CONFERENCE

SEPTEMBER 15-17, 2021



TAILGATE SOCIAL AT  
PRARIE MOON WINERY  
AMES, IA



**REGISTRATION: ICCS Reunion / Tailgate - \$30.00**

*(Now available on MyCountyParks.com)*

mycountyparks  
.com



Tuesday, Oct. 5<sup>th</sup>

5:00 – 10:00 PM

# CCPOA Alumni Reunion



**35+1 ANNIVERSARY**  
**Celebration Banquet**  
Ramada Conference Ctr.  
Des Moines, IA



**REGISTRATION: TBA via MyCountyParks.com**

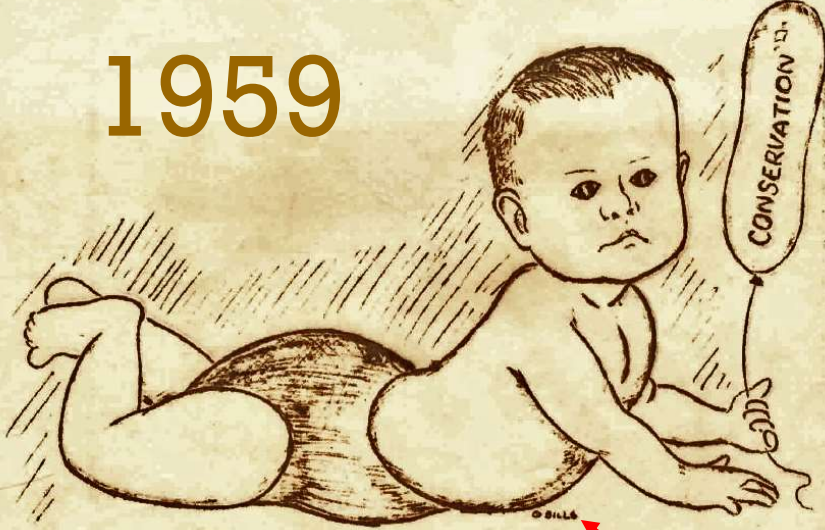
**mycountyparks.com**





A BABY IS BORN!

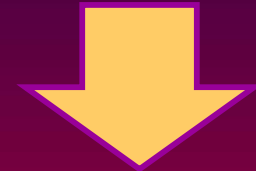
1959



ANNOUNCING THE BIRTH OF THE IOWA ASSOCIATION OF COUNTY CONSERVATION BOARDS



BILLS? Wayne Bills of ICC/Polk CCB?



Stay tuned.... there's a story to be told here....

Believed to be an early meeting of the IACCB Board of Directors on October 13, 1963 at the Jester Park Barn in Polk County, IA

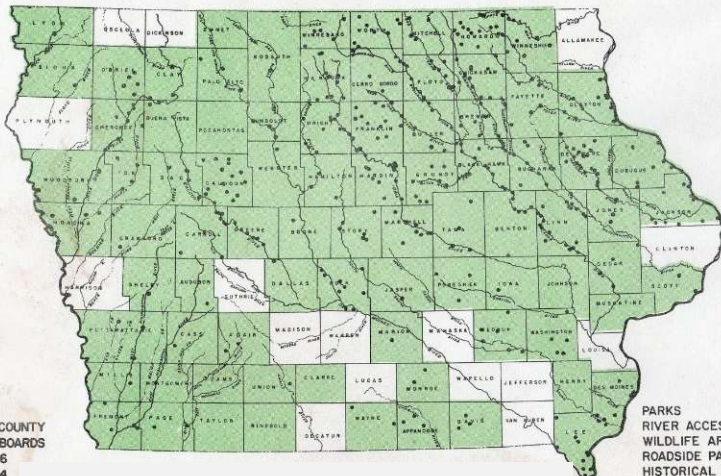




LOCATION OF COUNTY CONSERVATION AREAS

APPROVED BY STATE CONSERVATION COMMISSION

JAN. 1, 1966



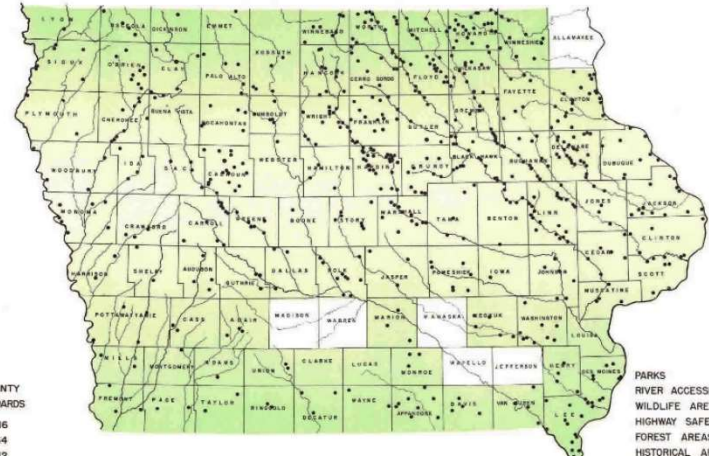
GROWTH OF CONSERVATION	COUNTY BOARDS
1956	16
1958	34
1960	12
1962	10
1964	11
TOTAL	83

TOTAL NO. BOARDS	83
TOTAL NO. AREAS	502
TOTAL NO. ACRES	24,728
TOTAL BUDGETS (1965)	3,731,000

PARKS	162
RIVER ACCESSES	121
WILDLIFE AREAS	78
ROADSIDE PARKS	52
HISTORICAL AREAS	12
FOREST AREAS	17
HEADQUARTERS	10
RECREATIONAL AREAS	9
OUTDOOR CLASSROOMS	6
FISHING AREAS	9
BOTANICAL PRESERVES	2
MISC. AREAS	24

LOCATION OF COUNTY CONSERVATION AREAS

JAN. 1, 1971

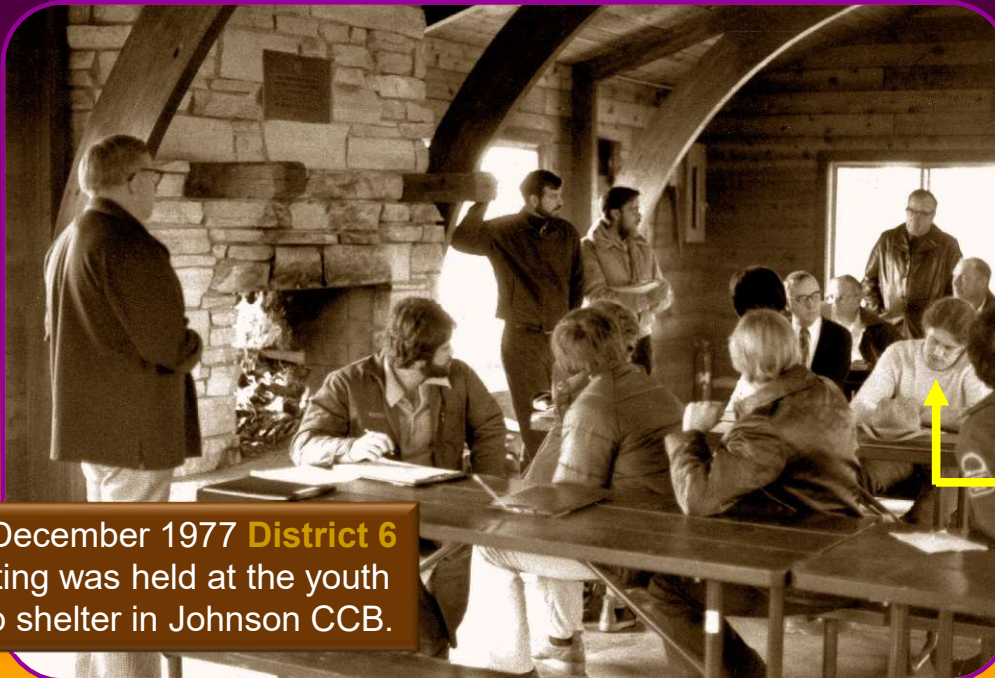


GROWTH OF COUNTY CONSERVATION BOARDS	BOARDS
1956	16
1958	34
1960	12
1962	10
1964	11
1966	8
1968	2
1970	0
TOTAL	93

TOTAL NO. BOARDS	93
TOTAL NO. AREAS	697
TOTAL NO. ACRES	40,266
TOTAL BUDGETS (1970)	6,753,034

PARKS	230
RIVER ACCESSES	134
WILDLIFE AREAS	121
HIGHWAY SAFETY REST	67
FOREST AREAS	36
HISTORICAL AREAS	24
FISHING AREAS	15
RECREATIONAL AREAS	18
HEADQUARTERS	10
OUTDOOR CLASSROOMS	6
RIVER GREEN BELTS	7
BOTANICAL PRESERVES	3
ATHLETIC AREAS	3
MISC. AREAS	24

1966



The December 1977 District 6 meeting was held at the youth camp shelter in Johnson CCB.

1971

Iowa Association of County Conservation Boards

2324 Mallory Street S.W.  
Cedar Rapids, Iowa 52404

In 1977, IACCB hired a part-time secretary for the Board of Directors named Walt Kellison. He was housed by the Linn CCB and worked from his home in Cedar Rapids.







# EXPANSION SINCE 1960

1986 – 340 full-time employees

1993 – 473 full-time employees

2003 – 597 full-time employees

2021 – 674 full-time employees

<u>YEAR</u>	<u># AREAS</u>	<u>ACREAGE</u>
1960	203	11,077
1970	697	40,266
1980	970	69,424
1990	1,284	103,147
2000	1,614	159,899
2010	1,785	183,000
<b>2020</b>	<b>2,024</b>	<b>215,868</b>

POSITION	2021	# IN CLASS.
DIRECTOR		99
PARK RANGER		130
NATURALIST / Env. Ed.		121
OPERATION SUPVR.		38
MAINTENANCE TECH.		114
NAT. RES. / VEG. SPEC.		73
ADM. PERSON - OTHER		45
CLERICAL / OFFICE MGR.		38
OTHER - FULL TIME		16
<b>TOTALS</b>		<b>674</b>

- **11,100+** Campsites
- **1,946+** miles of trails
- **146,262** hunting acres
- **26,560+** EE Programs
- **256** Cabins in 54 CCBs
- **75** Education Centers with 6 more in production

**FY2021 TOTAL of All  
99 CCB Budgets  
\$36,353,225**

(1965 Budgets Total - \$3,731,000)





# THE DATABASE OF 46

BAUGOUS, JEANNE	HUMBOLDT
BERGMAN, JEFF	DES MOINES
BIECHLER, DAN	LINN
BLAZEK, KEVIN	ADAIR
BRANDENBURG, GARRY	MARSHALL
BRAZELTON, DON	IACCB
BURNS, ANN	JACKSON
DERMAND, STEVE	LEE
ETZEL, BOB	TAMA
FINNEGAN, STEVE	BLACK HAWK
FISH, VERN	BLACK HAWK
FRALEY, CLINT	CLAY
GLIME, RUSS	BENTON
GRAVES, HARRY	JOHNSON
HAZELTON, TOM	LINN / ICCS
HEMSHROT, MARY DURITSA	BLACK HAWK
HOLT, BRIAN	HAMILTON
KOENIG, DARWIN	BOONE
LEKWA, STEVE	STORY
LEONARD, RHETT	IDA
LEWISTON, DENNIS	JEFFERSON
LIECHTY, JIM	MADISON
MCGOVERN, JOE	STORY



OHDE, JULY	LOUISA
OLSON, DAVE	CARROLL
OWEN, MILT	MITCHELL
PARIS, RICH	MARION
PARKER, DARYL	JACKSON
PATTON, MIRIAM	PALO ALTO
PEAK, DON	HENRY
PETERSON, MARK	POKY / WOODY
PITT, STEVE	PALO ALTO
RADKE, JAMES	WRIGHT
SCHIEFEN, GERALD	SIOUX
SCHNEIDER, RICK	WOODBURY
SOHL, DENNIS	PLYMOUTH
SPROUL, TIM	HARRISON
TAPKEN, JOHN	UNION
WAGNER, MARK	JASPER
WALKER, BOB	DNR
WALKER, GINGER	CHEROKEE
WESLEMAN, BOB	WORTH
ZOHRER, JIM	DNR
ZOHRER, WENDY	POLK
STRAW, DENISE	CHICKASAW
DUDLEY, RON	CHEROKEE



*Nice List!*

*What's Next?*











*Soooo....This has been happening.....*

**IF YOU KNOW ANY OF THESE THREE INDIVIDUALS, YOU ARE CURRENTLY OF SUFFICIENT AGE!**



# CCB's ORDER OF THE SQUIRREL 2020

**Order of the Squirrel**  
Thought About 1958  
Established 2020

*The Founding Fathers Cordially Invite You to .....*

**The Inaugural ICCS Future Alumni Division Holiday Zoom Happy Hour**

**TIME: Thursday, December 17, 2020 - 6:43 PM (CST)**




**2021**

**PART DEUX**

**Order of the Squirrel**  
Established 2020



**Considered in 1958  
Established in 2020**



# IOWATRUST *for* LOCAL CONSERVATION

**Operations  
Suspended in 2011**

*Current Balance:*

**\$10,967.20**



*Established in 2005*

IRS 501(c)3

**Is it time....?**



IOWATRUST  
*for* LOCAL  
CONSERVATION

*Enhancing Iowa's local quality  
of life and natural resources  
through combined social and  
financial capital.*

**mycountyparks**  
.com



